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PUBLIC SERVICE
COMMISSION

December 2, 2020

Executive Director
Kentucky Public Service Commission
211 Sower Blvd.
Frankfort, KY 40602

Re: TAG Mobile, LLC – Docket No. 2011-00312

To Whom It May Concern:

On behalf of TAG Mobile, LLC (“TAG”), I am submitting this notice of changes and upgrades to the TAG Lifeline Plans pursuant to the 2016 FCC *Lifeline and Link Up Reform and Modernization Order*¹.

Attached as Exhibit A, is a complete description of the new and revised Lifeline plans in the State of Kentucky.

Please let me know if you have any questions or require additional information. You can reach me at cassandra.milligan@tagmobile.com or 214-390-4284. Thank you for your courtesy and assistance.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Cassandra Milligan", written over a horizontal line.

Cassandra Milligan
Manager, Regulatory and Compliance

Enclosures

¹ *In the Matter of Lifeline and Link Up Reform and Modernization, Telecommunications Carrier Eligible for Universal Service Support, Connect America Fund*, WC Docket No. 11-42, WC Docket No. 09-197, WC Docket No 10-90, Third Report and Order, Further Report and Order, and Order on Reconsideration (rel April 27, 2016) (“Lifeline Reform Order”)



EXHIBIT A

Proposed Lifeline Offering

Plan	Minutes	Texts	Data	Retail Price	Lifeline Discount	State Discount	Company Credit	Cost to Lifeline Customer
Lifeline Unlimited minutes and 4.5GB LTE**	Unlimited	Unlimited	4.5GB LTE	\$35.00	\$9.25	\$3.50	\$22.25	\$0.00
\$15 Lifeline Unlimited minutes and 5GB LTE**	Unlimited	Unlimited	5GB LTE	\$50.00	\$9.25	\$3.50	\$22.25	\$15.00

Additional (Top Up) Charges				
Plan Name	Minutes	Texts	Data	Price
Premium	250	Unlimited	None	\$4.95
Domestic Unlimited Talk, Text	Unlimited	Unlimited	None	\$9.95
Data Lite-LTE	None	None	500 MB	\$5.95
Data Plus-LTE	None	None	1.5 GB	\$11.95
Data Premium-LTE	None	None	3 GB	\$19.95

*Must be Eligible. There are no rollover minutes with this plan. Unused minutes will expire each month on the service expiration date. To utilize data, customers must purchase an upgraded handset from the Company or the customer may provide their own equipment, provided it is compatible with TAG’s network and complies with the FCC’s rules.

**Must be Eligible. Additional taxes and fees may apply. There are no rollover minutes with this plan. Unused minutes will expire each month on the service expiration date. To utilize data, customers must purchase an upgraded handset from the Company or the customer may provide their own equipment, provided it is compatible with TAG’s network and complies with the FCC’s rules.

All Plans include the following:

- Free calls to 911 emergency services
- Free calls to Customer Service via 611
- Free access to Voicemail, Caller-ID, Call Waiting, Call Forwarding, and 3-Way Calling features
- Free Domestic, Long-Distance